



## State of Nevada – Department Of Personnel

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### CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
PRISON INDUSTRIES MARKETING COORDINATOR	37	B	7.330

#### DEFINITION OF CLASS:

Under general direction, Prison Industries Marketing Coordinator performs and/or coordinates the marketing and selling of prison industry products, works with the production centers to ensure timeliness of products, and provides input on product changes and new products development.

#### DISTINGUISHING CHARACTERISTICS:

This classification is not part of a series. Incumbent reports directly to the Assistant Director of Prison Industries and has no supervisory responsibilities for other professional level positions. Incumbents operate independently within an assigned geographic region in the state, but primarily perform the same tasks with the same level of complexity and autonomy.

#### EXAMPLES OF WORK:

(The following is used as a partial description and is not restrictive as to duties required.)

Develops sales projections and provides each manufacturing location with a projected sales level by individual product to assist in budget development, production scheduling and raw material ordering.

Conducts market studies to gather current information regarding marketing requirements; surveys customers to determine what, if any, modifications are desired in the existing product line or new products they would like to see offered; analyzes information in order to make recommendations regarding product development, pricing structure, market development and forecasting. Prepares marketing report to summarize analysis and recommendations.

Responds to customer inquiries concerning products; resolves disputes and follows up on outstanding quotes.

Processes customer orders by reviewing order for accuracy and completeness, discussing and planning order with appropriate shop, reviewing price quotations and making adjustments as necessary, and contacting customer to acknowledge order, verify details, and provide delivery date.

Markets products to existing and potential customers including securing customer leads, initiating contact, consulting with customer concerning their needs and securing order.

**EXAMPLES OF WORK:** (Cont.)

Coordinates the receipt of materials and the shipping of finished products including providing work direction to warehouse staff person.

Coordinates the efforts of external marketing representatives to sell prison industries goods to potential and established customers.

Performs related work as required.

**FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:** (These may be acquired on the job and/or needed to perform the work assigned.)

General knowledge of the techniques, methods and practices utilized in producing and distributing marketed products such as production techniques for each product, shipping procedures and regulations, warehouse procedures, and material costs. Thorough knowledge of prison industry products.

**ENTRY KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:** (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Knowledge of market research techniques.

Skill in planning and coordinating the marketing efforts of an agency/program. Skill in basic mathematical computation. Skill in marketing and selling products to new and existing customer base. Skill in written English sufficient to compose routine business correspondence and marketing reports.

**EDUCATION AND/OR WORK EXPERIENCE:**

I

Graduation from an accredited college or university in Business Administration, Marketing, Economics or a related area and three years of previous marketing and sales experience including conducting market studies, coordinating marketing efforts, and developing sales forecasts; OR

II

Graduation from high school or equivalent education and seven years of previous marketing and sales experience including conducting market studies and developing sales forecasts; OR

EDUCATION AND/OR WORK EXPERIENCE: (Cont.)

III

An equivalent combination of education and experience.

LICENSE:

Requires a valid State of Nevada driver's license or evidence of equivalent mobility.

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This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

ESTABLISHED:	<u>7.330</u>
	05/20/88PC
REVISED:	07/01/93P
	09/24/92PC